



Minutes of Meeting Lea County Fair and Rodeo Board

Monday, February 10, 2020, 6:00 P.M.

Fair Board Meeting Room – 101 S. Commercial Street, Lovington, New Mexico

Notice of this Meeting has been given to the Public in Compliance with Section 10-15-4 NMSA 1978

Chairman, Larry Wheeler, called the meeting to order at 6:05 P.M. at the Lea County Fair Board Meeting Room.

Members Present to Wit: Trey Kerby, Larry Wheeler, Kris Allen, Pat Sims, Brian Pointer, Terry Criswell, Vivian Flemens, and Rick Schaap.

Also Present: GM Jim Kemp, EC Brandy Campbell, BM Cristina Wilhoit

ITEM 01: FAIR AND RODEO BOARD

- Consideration of Approval of the January 13, 2020 Meeting Minutes

No discussion.

Trey Kerby made motion to approve the January 13, 2020 meeting minutes. Pat Sims seconded the motion; motion carried unanimously.

- Public Comments.

No public comments.

- Fair & Rodeo Board Member Comments.

No Fair & Rodeo Board comments.

- Guest Speaker: Michelle Williams

BM Wilhoit presented the social media promotion offered by Mrs. Williams. During the weeks leading up to fair and throughout the week, Mrs. Williams will act as the social media marketing executive. She will be in charge of all posts onto the Lea County Fair's social media sites. Her prior experience includes working as a social media expert for the City of Lovington and Lovington MainStreet. Her familiarity with governmental social media sites will allow her to share her knowledge and expertise with the fair and rodeo.

ITEM 02: ACTION ITEMS

- Consideration of Approval of 2020 Fair Photographer, Marleah Cramer

Mrs. Cramer has submitted her proposal to be the official fair photographer for the year 2020. She has been the official photographer for the past two years and has kept her daily rate the same.

Pat Sims made a motion to approve Marleah Cramer Photography as the 2020 Fair Photographer. Terry Criswell seconded the motion; motion carried unanimously.

- Consideration of Approval of 2020 LCFR Additional Advertising

Chairman Wheeler asked GM Kemp for his opinion on the proposed \$5,000 additional advertising. GM Kemp reminded the board of their approval of the 2020 Advertising budget at the previous meeting. He also informed them that the advertising budget not only includes newspaper, billboards, and radio, but is also used for the sponsor and volunteer dinners. Vice-Chair Kerby stated that he reviewed the proposal and could not justify the amount proposed in comparison with the other newspapers already committed. Crowd member Red Hahn stated that the paper would be distributed regardless of commitment from the

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Fair Board. Board Member Rick Schaap stated that the proposal could be considered in the future since advertising for this year has already been set.

Rick Schaap made a motion to table the proposed additional advertising until after the fair. Trey Kerby seconded the motion; motion carried unanimously.

- Consideration of Approval of 2020 WPRA Women's Breakaway Roping
Rodeo Chairman Trey Kerby stated that the PRCA has given the option of adding the WPRA Women's Breakaway Roping to our rodeo. The event will be handled just like every other event during the PRCA Rodeo and Lea County will not have to put forth any additional work. Mr. Kerby stated the payout could be something worked up to but he recommends giving the same payout as the other events (\$13,501). Additionally, since the Lea County PRCA Rodeo occurs during the same time frame as other big rodeos, it is recommended to put forth bigger effort at getting the best to participate in our rodeo. Chairman Wheeler stated that the Women's Breakaway Roping was a big deal for the Ft. Worth Rodeo. Women from all around were eager to participate in the event. Mr. Kerby stated that re-arranging could be done to fit the event in the best way possible.

Kris Allen made a motion to approve adding the WPRA Women's Breakaway Roping to the Lea County PRCA Rodeo. Pat Sims seconded the motion; motion carried unanimously.

ITEM 03: DISCUSSION ITEMS

- Committee Reports
 - ✓ Rodeo Committee
Chairman Trey Kerby stated the committee discussed the Open 4D Barrel Race Promoter, Rural Media Group (advertising rights for the Xtreme Bulls), possible acts Justin Rumsford and Tomas Garcilazo, and the WPRA Women's Breakaway Roping
 - ✓ Queen Committee
The Queen Committee discussed date changes, horsemanship competition reschedule, and updated rules.
 - ✓ Hispanic Heritage Committee
Chairman Rick Schaap said the committee has everything on schedule. The meet and greet has been scheduled and the luncheon options have been chosen.

ITEM 04: OTHER BUSINESS

No other business was discussed.

ADJOURN

Trey Kerby made a motion to adjourn this meeting at 6:42 P.M. Pat Sims seconded the motion; motion carried unanimously.

Next Scheduled Meeting: March 9, 2020 at 6pm

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